

AMENDMENT TO THE CLAIMS

Please cancel claims 1-18.

Please add New Claims 19-36 as follows:

19. (new) A method of using the Internet to retrieve and handle at least one article in electronic form from a printed publication which has been printed in physical form by a publisher, comprising:

providing at least one article that is to be published in printed physical form for circulation by said publisher;

assigning, by said publisher, said at least one article with at least one unique tag prior to printing said article in printed physical form for circulation by said publisher;

publishing in circulation, by said publisher, both of said at least one article and its corresponding unique tag in printed physical form with its corresponding tag being printed in physical proximity to said article;

storing, by said publisher, said at least one article in an electronic database, said article being uniquely retrievable based on said corresponding unique tag;

connecting, by said publisher, said database to said Internet;

receiving, by said publisher, a request from an Internet client, said request including said at least one tag, said tag having been previously retrieved by said Internet client from said printed physical form in circulation;

searching by said publisher through said database to locate said article in electronic form matching said at least one tag;

upon locating said article, said publisher electronically transmitting said article in electronic form to said Internet client.

20. (new) The method of claim 19, further comprising the step of bundling additional information to said article when electronically transmitting said article in electronic form to said Internet client.

21. (new) The method of claim 20, further comprising the step of bundling additional information based on profile information supplied by said Internet client.

22. (new) The method of claim 21, further comprising the step of bundling based on the profile information supplied by said Internet client and subject matter of said printed article.

23. (new) The method of claim 20, further comprising:
prior to granting access of said database to said Internet client, pre-registering said Internet client for authentication;
upon authentication of said Internet client, processing said request from said Internet client.

24. (new) The method of claim 20, wherein the step of electronically transmitting said article comprises sending to an email address supplied by said Internet client.

25. (new) The method of claim 19, further comprising:
connecting said database to a telecommunication gateway, said gateway being adapted to transmit a request from a Internet client to said database through a telecommunication network.

26. (new) The method of claim 23, further comprising:
upon pre-registering said Internet client, collecting and storing an email address of said Internet client for delivery;
connecting said database to a telecommunication gateway, said gateway being adapted to transmit a request from a Internet client to said database through a telecommunication network;
upon authenticating said Internet client, sending said printed article to said email address of said Internet client previously collected.

27. (new) The method of claim 19, wherein the step of assigning at least one tag to said article comprises:

assigning a default code, said default code being published with said article when printed in physical form for circulation;

assigning additional codes, comprising:

name of publication;

author's name;

date of publication;

at least a portion of said printed article's title.

28. (new) A method of using the Internet to retrieve and handle a plurality of articles in electronic form from a plurality of publications which have been printed in physical form for circulation by at least one publisher, comprising:

a first step of printing an article in physical format for circulation by said publisher, comprising:

providing said plurality of articles to be published in printed physical form for circulation by said publisher;

assigning, by said publisher, each of said plurality of articles with at least one unique tag prior to printing in printed physical form for circulation;

publishing in circulation, by said publisher, each of said plurality of articles in printed physical form with its corresponding tag also printed in physical proximity to each of said articles;

collecting said plurality of articles in electronic form;

storing said plurality of articles in at least one electronic database, each of said articles being uniquely retrievable based on said tag corresponding to each article;

connecting, by said publisher, said at least one database to said Internet;

and

a second step of retrieving said article in electronic format, comprising:

receiving by said publisher a request from an Internet client, said request specifying said at least one tag and said Internet client's delivery means, said tag having been

previously retrieved by said Internet client from said printed physical form in circulation;
searching through said at least one database to locate said article in electronic form matching said at least one tag by said publisher;
upon locating said article, said publisher electronically sending said article to said Internet client based on said Internet client's delivery means.

29. (new) The method of claim 28, further comprising the step of bundling additional information with the electronic delivery of said article in electronic form to said Internet client.

30. (new) The method of claim 29, further comprising:
pre-registering each Internet client by collecting and storing information regarding delivery means, profile and payment methods;
issuing to each Internet client an access code to said database;
upon receiving a request from said Internet client, authenticating said Internet client;
if authenticated, allowing said searching to be conducted.

31. (new) The method of claim 30, further comprising:
connecting said at least one database to a telecommunication gateway, said gateway being adapted to transmit a request with a tag from a telecommunication client to said database;
upon authenticating said request from said telecommunication client, processing said request;
upon locating an article in electronic form matching said tag, transmitting said article to said telecommunication client based on specified delivery means.

32. (new) The method of claim 31, wherein the request is transmitted through a telephone connection to said database and said reply is transmitted to said client's pre-registered email address.

33. (new) A method of using the Internet to retrieve and handle a plurality of articles in electronic form from a plurality of printed publications for at least one entity customer, said articles having been printed in physical form by at least one publisher, said entity customer providing a plurality of Internet clients through said entity customer, comprising:

a first step of printing an article in physical format for circulation by said publisher, comprising:

- providing a plurality of articles to be published in printed physical form for circulation;
- assigning, by said publisher, each of said plurality of articles with at least one unique tag prior to printing said articles in printed physical form for circulation;
- publishing, by said publisher, in circulation both of each of said plurality of articles and its corresponding tag in printed physical form, each corresponding tag being printed in physical proximity to each of said articles;
- storing, by said publisher, said plurality of articles in at least one electronic database, each of said articles being searchable based on said at least one tag;
- connecting said at least one database to said Internet; and

a second step of retrieving said article in electronic format, comprising:

- registering said entity customer by storing information regarding payment methodology and access rights criteria;
- receiving a request from an Internet client, said request including said at least one tag, said tag having been retrieved by said Internet client from said printed physical form in circulation;
- authenticating by said publisher said Internet client to determine if said Internet client is allowed by said entity customer;
- if authenticated, searching through said at least one database to locate said article in electronic form matching said at least one tag;
- upon locating said article, said publisher electronically sending said article to said Internet client based on delivery method provided by said Internet client.

34. (new) The method of claim 33, wherein:
 - said payment methodology comprises user fee based on the number of Internet clients allowed by said entity customer;
 - said access rights criteria comprises granting rights to those Internet clients matching predetermined criteria identified by said entity customer.
35. (new) The method of claim 34, wherein:
 - said delivery method comprises only delivering said article in electronic form to said entity customer's designated mailbox.
36. (new) The method of claim 35, wherein:
 - said delivery of each requested article is bundled with a commercial advertisement supplied by an advertiser;
 - collecting a fee from said advertiser based on the bundling.